

YOU'RE AMAZING

FIRST

MONITORING

REPORT

"You're Amazing" Monitoring Report for the Period of June 4, 1997 to September 30, 1997.

Implementation of the "You're Amazing" Program has included a variety of initiatives since its launch in June, 1997. This report will review the initiatives carried out between program launch and September 30, 1997 and the outcomes of these initiatives.

PARTNERSHIPS:

Partnerships and sponsorships are a key element of the "You're Amazing" program. Partners provide financial support for program initiatives. This allows the program to extend its reach and adds depth and context to the messages. Partners' endorsement also adds credibility and prestige to the project because most partners have a high public profile.

1. Partner Appreciation Event—June 4, 1997.

Objective: Out of the total number of invitations, a 40% attendance rate is expected.

Invitees (complete list attached):

RHA & PHA Representatives (39)

- Chairs and CEOs of the 17 Regional Health Authorities
- Chairs and CEOs of the Provincial Mental Health Advisory Board and the Alberta Cancer Board.

Confirmed Sponsor (2)

- Representatives from Credit Union Central (CUC)

Potential Sponsors (7)

- Representatives of 6 potential sponsors

Supporting Partners (22)

- Representatives of 21 supporting partners

Government (15)

- Federal, provincial and municipal government officials representing various departments.

The purpose of this event was to publicly launch the "You're Amazing" program and recognize the contribution of the Founding Sponsor, Credit Union Central.

The goal was to have at least 44 of the 85 invited guests attend this event. Fifty individuals attended the event. This exceeded the expected attendance. Response to the event was positive and partners were enthusiastic about working together.

2. RHA Representation

Objective: All 19 regional and provincial health authorities will be involved in "You're Amazing" and will be represented on the Steering Committee.

All 17 RHAs and both PHAs are currently represented on the "You're Amazing" Steering Committee*. Their role is to advise Alberta Health on the overall direction of the

program. Representatives also facilitate integration of the "You're Amazing" messages with existing health promotion programs and activities in their areas or develop new activities that promote the "You're Amazing" messages. RHA representatives are regular participants in Steering Committee meetings.

*Note: One RHA joined in early October.

3. Recruitment of sponsors:

Objective: A total financial commitment of \$400,000 from major corporate sponsors, and additional in-kind contributions from a variety of other sponsors will be achieved by mid-September, 1997.

Prior to the program launch, only one major sponsor, Credit Union Central, was secured. Over the summer GPC actively pursued potential partners and sponsors for the program. While these efforts generated interest, no major financial commitments for sponsorship were made during this period.

GPC was able to secure numerous "in kind" contributions of materials, services and prizes for the various "You're Amazing" promotions for a value of approximately \$20,000 (see attached list). Polaroid provided a more significant contribution, the film and cameras used in the "You Ought to Be in Pictures" tour that ran throughout the summer (estimated value: \$30,000).

As of September 30, 1997, **Credit Union Central**, is the only confirmed supporting sponsor, with a \$100,000 commitment to the program. Other significant potential sponsorships are still being actively recruited and will be reported in the next Monitoring Report.

4. Supporting Partners

Objective: During Phase I of the program, at least 15 Advisory Committee members will be confirmed, including at least 5 from outside the health sector.

There are 30 members on the Advisory Committee (list attached), seven of whom come from outside the health sector. The majority of the members represent organizations or government departments related to health; however, the committee also includes representatives from the Alberta Library Trustees Association, Alberta Labour, Daycare Programs (AFSS), Nobody's Perfect, Schools Come Alive, Alberta Community Development, and Alberta Motor Association. Recruitment of members is continuing.

5. Partner Update (newsletter)

Objective: Two issues of Partner Update will be distributed in the first monitoring phase. The Partner Update mailing list will reach 100 sponsors/partners and potential sponsors/partners throughout Alberta.

Only one issue of the *Partner Update* was produced during Phase I of the program. Two hundred copies were produced in June, prior to launch, and distributed at the launch events on June 4 and 5. The newsletter was also included in packages sent to potential sponsors during this phase (approximately 50).

MEDIA COVERAGE (articles attached):

1. Public/Media Launch—June 5, 1997.

Objective: A 40% attendance level is expected along with print and electronic media representation.

The Minister of Health announced the launch of the "You're Amazing" program. A representative from Alberta Community Development announced its cooperation with the program through its support of the initiative by including a "You're Amazing" program element in the Be Fit For Life Centre's "Wellness Wagon" community tours throughout the summer. A representative from Alberta Credit Unions (ACU) also announced their support and participation in the initiative.

100 invitations were sent out, and 50 individuals attended. This included 3 media representatives, a school tour group, and employees with the Be Fit For Life centres. This level of attendance (50%) exceeded the objective.

2. Media Monitoring

Objective: Obtain a minimum of one print and one electronic (radio/television) media story about the "You're Amazing" program throughout the duration of the community tour.

The Public Affairs Bureau instructed its media monitoring service to look for all media coverage on the "You're Amazing" program throughout the duration of the community tour.

The *Edmonton Sun* (June 6), the *Calgary Herald* (June 7) and the *Edmonton Journal* (June 8) reported the launch, and the *Edmonton Sun* (June 10) carried a short editorial on the launch. One reporter also wrote an editorial on the "You're Amazing" program that was carried in both the *Alberta Report* (June 30, 1997) and *Vue Weekly*, July 3-9, 1997). There was no recorded television coverage of the launch. However, a representative of the "You're Amazing" program was interviewed about the program on the "Breakfast Show" CICT TV Calgary following the launch on June 17th.

On July 16, when "You Ought to Be in Pictures" was in Fort McMurray, *Fort McMurray Today* ran a story on the project. The Be Fit for Life tour and the "You're Amazing" program were also reported in a television story in Ft. McMurray in July.

TARGET GROUP INITIATIVES:

1. "You Ought To Be In Pictures" community tour.

Objectives:

- *The "You Ought to Be in Pictures" billboard will be featured at 145 family/community events throughout Alberta.*
- *On average, 2,000 Albertans will be exposed per event to the billboard for a total of 290,000 people throughout the three-month "You Ought to Be in Pictures" community tour.*
- *All community events selected for the tour will have a family focus to ensure that a maximum number of the target audience (young parents 18-30) is exposed to the "You're Amazing" program.*

This tour took place over the summer and was a part of the Be Fit for Life's "Wellness Wagon" (WW) community tours. Each centre on the tour (Medicine Hat, Red Deer, Fort McMurray, Edmonton, Grande Prairie, Vermilion, Lethbridge, Calgary) was expected to use 1,200 contest entry forms/pictures for their respective community events for a total of 9,600 participants over the four month campaign (3% of all visitors to the display).

Statistics provided by the "Wagoneers" indicate that 176 sites throughout the province were visited, exceeding objectives, although some of these events were not family oriented. Total recorded participation in all events was 13,980, with 2,426 entry forms/pictures being used. While the billboard was featured at more events than anticipated, the participation numbers at each event are well below the expected target. However, the percentage visitors to the display who participated in "You Ought to Be in Pictures" (17%) was higher than the projected percentage (3%).

"Wagoneers" kept journals to report on strengths, weaknesses, opportunities and threats of the campaign.

Strengths:

The display was visually attractive and participants generally had a positive response to the initiative. The promotional items were well received. Children were often the first to be attracted to the display and were encouraged to bring their parents. Event organizers were supportive of the focus on well-being that was presented by the WW. Farmers' markets, fairs and festivals were the best venues for the WW.

Weaknesses:

Media attention in some regions was poor. The WW's goal to reach 1000 people at each site was unrealistic—some venues had only 500 participants in total. Interface between the Alberta Credit Unions (ACUs), RHAs and the Wellness Wagon was not great. While a list of events that were featuring the Wellness Wagon was provided to all RHAs and ACUs, most of the local offices did not seem to be aware of the tour. Since the WW was working in conjunction with "You're Amazing" and the ACUs and RHAs are partners in the "You're

**IMPORTANT NOTE CONCERNING THE FOLLOWING
PAGES**

**THE PAGES WHICH FOLLOW HAVE BEEN FILMED
TWICE IN ORDER TO OBTAIN THE BEST
REPRODUCTIVE QUALITY**

**USERS SHOULD CONSULT ALL THE PAGES
REPRODUCED ON THE FICHE IN ORDER TO OBTAIN
A COMPLETE READING OF THE TEXT.**

**REMARQUE IMPORTANTE CONCERNANT LES
PAGES QUI SUIVENT**

**LES PAGES SUIVANTES ONT ÉTÉ REPRODUITES EN
DOUBLE AFIN D'AMÉLIORER LA QUALITÉ DE
REPRODUCTION**

**LES UTILISATEURS DOIVENT CONSULTER TOUTES
LES PAGES REPRODUITES SUR LA FICHE AFIN
D'OBTENIR LA LECTURE DU TEXTE INTÉGRAL**

Amazing" program, communication regarding expectations should have been clearer. WW personnel should have been provided with a contact for each venue.

Wagoneers needed more training/background in the "You're Amazing" message.

Malls, libraries and sporting events were not suitable venues—participants were more interested in the particular activity than in the WW.

Opportunities:

The WW began to create a network with the ACUs and the RHAs.

2. Novelties

Bentcils, Frisbees, T-Shirts and Caps carrying the "You're Amazing" logo were distributed throughout the province during the summer through the "You Ought to Be In Pictures" tour and ACUs.

Distribution Objectives:

Bentcils: It is expected that 5,000 bentcils will be distributed during the "You Ought to Be In Pictures" tour, with an equal amount distributed in each quadrant of the province.

Frisbees: It is anticipated that 10,000 frisbees will be distributed during the "You Ought to Be In Pictures" tour, with an equal amount distributed in each quadrant of the province.

T-shirts & Caps: 200 of each will be produced and will be distributed to tour staffers to increase visibility of the program logo.

Production and distribution of these items met the set objectives. The following table provides a breakdown of the distribution.

You're Amazing Community Tours - Inventory Tracking Sheet - September 17, 1997

	Bentcils	Frisbees	T-Shirts	Hats
TOTAL	5000	10000	200	200
Launch	100	200	22	4
Be Fit For Life Centres				
Edmonton	400	1340	6	2
Calgary	450	1640	2	2
Grande Prairie	600	1040	2	2
Medicine Hat	800	1040	3	3
Vermilion	400	1340	3	3
Red Deer	400	540	2	2
Lethbridge	450	540	2	2
Fort McMurray	300	1140	2	2

continued

	Bentcils	Frisbees	T-Shirts	Hats
Other Promotions				
Promo (School)	50	50	2	2
Radio promo	100	100	11	10
Credit Union Central (CUC)				
Edson CUC	140	50	10	10
CaisseHorizon CUC	100	35	8	10
Wetaskiwin CUC	25	25	16	10
Edmonton Firefighters CUC	50	100	16	
Edmonton Police CUC	24	30	8	8
Inglewood CUC	25	20	10	10
Border CUC	100	40	4	4
Hussar CUC	50	50	4	4
Southland CUC		30		
Morinville CUC (Pembina)	40	40	8	
Wainwright CUC	50	100	2	10
Credit Union Central	15	30	5	5
Macleod Savings & CU				10
Battle River	120	100	4	4
La Glace	50	50	2	2
Ft. Saskatchewan				
Lamont	20	20	8	3
Sponsorship	20	100	25	20
Remaining	121	210	13	56

3. Radio Advertising/Promotion

The "You're Amazing" program purchased radio time in July, 1997 from 66CFR-AM and KISS-FM in Calgary and from CISN-FM in Edmonton for advertising and promoting the "You're Amazing" program. There were three main objectives for the radio promotion: 1) solicit active participation from Albertans, 2) begin dialogue between Albertans about the determinants of health, and 3) begin to create name recognition for the "You're Amazing" program. Measurable objectives and outcomes for each station are reported below. Audio tapes of selected portions of the daily programming were received from the participating stations.

66CFR-AM & KISS-FM (Calgary)

Objective: Advertising—120, 30 second commercials per station in July.

Promotions—Promotional program will revolve around a radio personality and listeners will be asked to call in and provide feedback.

Outcome:

- 120, 30 second commercial messages per station were aired in July.

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Objective: Advertising—120, 30 second commercials per station in July.

Promotions—Promotional program will revolve around a radio personality and listeners will be asked to call in and provide feedback.

Outcome:

- 120, 30 second commercial messages per station were aired in July.

- “You’re Amazing” was promoted each Monday of July (4 days). Mondays were declared as a “Stress Free Zone.” Thirteen times a day (once per hour – 6 a.m. to 6 p.m.) listeners were invited to call and share their “healthy” tip and awarded a prize.
 - ⇒ 104 Contest Plays (52 each station)
 - ⇒ 208 “live” announcer ad libs (104 per station)
 - ⇒ 208 “live” announcer liners (104 per station)

The promotion by 66CFR-AM and KISS-FM in Calgary met all objectives.

Listener Demographics:

66CFR-AM and KISS-FM combined have 400,000 weekly listeners (KISS-FM reaches over 244,000 Calgarians every week). Both stations target adult audiences. The majority of KISS-FM listeners are in the 25-44 age range. The majority of 66CFR listeners are in the 35-54 age range.

Geographic Coverage:

Their geographic coverage ranges from Edmonton south, past the U.S. border. It reaches from North Battleford to Swift Current, Saskatchewan on the east, and to Banff, on the west.

CISN-FM (Edmonton)

Objective: Advertising—120, 30 second commercials per station in July and 80 “live liners” (20 per week); 24 winner announcements. Promotions—

Promotional program will revolve around a radio personality and listeners will be asked to call in and provide feedback. The CISN Community Cruiser will attend six of the scheduled “You Ought to be in Pictures” events in Edmonton and surrounding areas.

- 120, 30 second commercial messages were aired in July.
- 130 live liners during the weekday noon hour show in July (22 days), callers were asked for their “healthy” tip for the day’s chosen theme. Four areas were identified: social and economic; physical environment; money; and personal health practices and coping skills. Two prizes were awarded each day, for a total of 44 prizes.
- During July and August, the CISN-FM community cruiser joined the “You Ought to be in Pictures” tour at eight different events. The community cruiser coordinator promoted the details of the display through live cut-ins to the radio program encouraging listeners to come down to have their pictures taken.
- Alberta Health and “You’re Amazing” received 208 mentions during live reports throughout the summer.
- The “You’re Amazing” logo was displayed on the CISN-FM’s community cruiser from June 1 to August 31, 1997.

The promotion by CISN-FM exceeded all objectives. Response to the promotion was positive, and although some callers had to be prompted to get them to participate, most were able to provide tips.

Listener Demographics:

CISN-FM has 246,500 weekly listeners. The majority of CISN-FM listeners are in the 25-54 age range, are married with children and both adults are employed.

Geographic Coverage:

Their geographic range covers a 120 kilometre radius around Edmonton.

The "in kind" donations from sponsors, mentioned above, and some of the novelties produced for the "You're Amazing" program were the prizes awarded in the radio promotion.

4. Print Promotion/Advertising

Objective: In Phase I, Promotions/advertising will appear in three Alberta-based print vehicles, with at least one being a parenting publication.

Calgary's Child

The "You're Amazing" ad ran in the June/July issue and the August/September issue of *Calgary's Child*. Both ads were full page and placed on page 3 of the paper, which provided good visibility for the ad. The June/July issue also ran small ad on the second to the last page promoting "You're Amazing," KISS FM & 66 CFR radio stations, and the "You Ought to be in Pictures" tour. It encouraged readers to listen to KISS FM & 66 CFR through the month of July so they could get involved in the "You're Amazing" radio promotion, and also to look for details about locations of the "Pictures" tour.

Promotion/advertising appeared in only one print vehicle during this phase; however, the "You're Amazing" ad appeared in two consecutive issues of the publication, and parents of young children are the target audience of the publication. The additional advertising of the radio promotion would also increase visibility of the program.

5. "You're Amazing" Information Line

Objective: Obtain a total of 250 calls, with an even response from across the province.

The phone number for a toll-free information line was provided in the "You're Amazing" ads run in *Calgary's Child* and on the bookmarks distributed at ACUs around the province and during the BFFL community tours.

For the period between launch and September 30, 1997, ten calls were recorded. Five of the calls came from Edmonton (2 resulted from an article in the "Nobody's Perfect" newsletter and 3 from bookmarks distributed at a Credit Union in Edmonton.) Two calls were the result of the ad in *Calgary's Child*, and the other three were from other areas of

the province (Breton, High Prairie and Lloydminster) and resulted from the article in the "Nobody's Perfect" newsletter. Follow-ups to these calls included links to an RHA contact person, information about the community tour itinerary and mailing out bookmarks or background information on the program.

The number of calls is well below the stated objective; however the distribution across the province is notable. During this first reporting period, an efficient system of recording calls was not yet in place. As a result, this report may underestimate the actual response.

6. Print materials

Book Mark:

Objective: 40,000 bookmarks will be printed. Of these, 15,000 will be distributed via the "You Ought to be in Pictures" community tour. An additional 15,000 will be distributed through ACU initiatives in Phase I and Phase II of the monitoring plan. The remaining 10,000 will be distributed in Phase II.

10,000 bookmarks were produced and distributed to Be Fit For Life Centres and ACUs. BFFL distributed the bookmarks through "You Ought to be in Pictures" display locations throughout the province. ACU branches distributed bookmarks at counters and at displays.

Brochures – The intention was to have the brochure prepared for distribution during the summer promotions, but it was delayed. The bookmark was produced as a substitute. Brochures will be produced and distributed in Phase II.

Posters – Will be produced and distributed in Phase II.

Calendar – Will be produced and distributed in Phase II (early December).

CONCLUSION:

1. Partnerships

The "You're Amazing" program has been successful in recruiting partners and supporting partners in both the health-related and non-health sectors. These partners are taking an active role on the Advisory Committee and the Steering Committee and in promoting the "You're Amazing" message. The "You're Amazing" messages fit well in a number of existing programs and promotions that target young parents, and using them as vehicles for the message is an economical way to expand the reach of the program.

Donations of gifts "in-kind" for the radio promotion, the community tour, and the "You're Amazing" contest were substantial during this first phase of the program (approximately \$50,000 value). However, financial sponsorship from major corporations

has been slower in coming. At the end of Phase I, only one major sponsor has been recruited.

2. Media Coverage

Media coverage of the "You're Amazing" program has been minimal. There was province-wide coverage of the launch in the print media (see Alberta Report, June 30, 1997); however, there was no electronic coverage of this event. It was also expected that the community tour would generate media coverage in each of the regions; however, only one community event was reported in the media (Ft. McMurray – both television and print). More active solicitation of the media may be necessary to increase visibility of the program.

3. Target Group Initiatives

- The community tour display was well-received at most venues. Targeted objectives for participation were not reached; however, this can be attributed to miscalculations of projections rather than to lack of success of the initiative.
- Novelty items were successfully distributed through the community tour display and ACUs.
- The radio promotion met or exceeded objectives with respect to coverage.
- With print advertising appearing in only one Calgary publication, it did not provide the coverage for the "You're Amazing" program that was expected for this phase, although the publication in which the ad appeared was an ideal vehicle for the advertisement.
- The number of calls to the toll-free line were well below expectations; however, callers represented a number of different areas of the province.

Although they were positively received, target group initiatives did not meet expectations for province-wide coverage, thus visibility of the program was limited in this first phase of the program.

You're Amazing Reception - June 4, 1997

Invitation List

A. RHAs/PHAs

Frank Eden, Chair - Chinook Regional Health Authority
John Boksteyn, Chair - Palliser Health Authority
B.J. Knott, Vice-Chair - Headwaters Health Authority
John Robert McCaig, Chair - Calgary Regional Health Authority
Terry Peterson, Acting Chair - Health Authority 5
Jean Graham, Chair - David Thompson Regional Health Authority
Edwin Andersen, Chair - East Central Health Region
Peter Woloshyn, Chair - WestView Regional Health Authority
Edward Chubocha, Chair - Crossroads Regional Health Authority
Neil Wilkinson, Chair - Capital Health Authority
Robert Jackson, Chair - Aspen Regional Health Authority #11
Dareld Cholak, Chair - Lakeland Regional Health Authority
Judy Campbell, Chair - Mistahia Regional Health Authority
Erich Wahl, Chair - Peace Regional Health Authority
Sharon Cox, Chair - Keeweenaw Lakes Regional Health Authority
Connie MacRae, Chair - Northern Lights Regional Health Authority
George Schmidt, Chair - Northwestern Regional Health Authority
Betty Schoenhofer, Chair - Provincial Mental Health Advisory Board
Marvin Moore, Chair - Alberta Cancer Board
Gilbert Tourigny, CEO - Chinook Regional Health Authority
Tom Seaman, President - Palliser Health Authority
Dwight Nelson, CEO - Headwaters Health Authority
Paul Rushforth, CEO - Calgary Regional Health Authority
Jim Ramsbottom, CEO - Health Authority 5
Al Martin, CEO - David Thompson Regional Health Authority
Larry Odegard, CEO - East Central Regional Health Authority
Larry Smook, CEO - WestView Regional Health Authority

Peter Langelle, CEO - Crossroads Regional Health Authority
Sheila Weatherill, CEO - Capital Health Authority
Robert Cable, CEO - Aspen Regional Health Authority #11
William Bell, CEO - Lakeland Regional Health Authority
Hiliary Wynters, Acting CEO - Mistahia Regional Health Authority
Brian Hrab, CEO - Peace Regional Health Authority
Brenda Langevin, CEO - Keeweenaw Lakes Regional Health Authority
Dalton Russell, CEO - Northern Lights Regional Health Authority
Rod Mohr, CEO - Northwestern Regional Health Authority
Nancy Reynolds, Executive Director - Provincial Mental Health Advisory Board
J.M. Turc, President & CEO - Alberta Cancer Board
Clay Adams, Chair - RHA Communications Council

B. Sponsors (confirmed/potential)

Jim Scopic, CEO - Credit Union Central
Donna Burn, Co-ordinator Democracy and Communications - Credit Union Central
Tanya Lebars, Manager Communications Western Canada - Dow Chemical
Stephen Boyd, Director Government Relations - Telus
Lloyd Benbow, Vice President Emerging Markets - Telus
Ian Watson, Regional Vice-President/West - London Life
Gord Rosco, Senior Manager - External Affairs, Alberta - Glaxowellcome
Pat O'Reilly, Suncor Energy
D'Arcy Levesque, Manager, Public Affairs - Syncrude Canada

C. Supporting Partners

Cynthia Smith, Director - Alberta Centre for Well-Being
Roseanne Gallant, Canadian Institute for Health Information
Brian Carter, Chair - Health Communicators Network
Doug Wilson, Professor - Centre for Health Promotion - U of A
Brian Kerns, Executive Director, Program Services - AADAC

Grace Guyon, Coordinator for Reproductive Care, Professional Affairs - Alberta Medical Association

Gayle Carriere, Alberta Association of Registered Nurses

Hildegard Campsall, President - Alberta Public Health Association

Marg Schwartz, Special Projects Co-ordinator, Schools Come Alive

Christopher Smith, Nobody's Perfect Alberta Program - Edmonton Social Planning Council

Cindy Thorvaldson, Manager - Dairy Nutrition Council of Alberta

Shirley Bigelow, President - Alberta Community Health Nurses Society

Joanne Vincenten, Co-ordinator - Safe Kids Alberta

Lorna Stewart, Executive Director - Injury Prevention Centre

Don Szarko, Manager - Traffic Safety Initiatives - Alberta Motor Association

Patrick Adams, President, Edmonton Chamber of Commerce

Brenda Risom, Vendor Program Co-ordinator - CISN-FM

Aggie Mikulski, Business Development Officer - Calgary Economic Development Authority

Tim Weinberger, Sales Manager - ITV

Ellen Percival, Publisher & Co-Editor - Calgary's Child

Sherry Kerr, Publisher & Co-Editor - Calgary's Child

Catherine Bagnell, Director of Sales, Canada - Alberta Tourism Partnership

D. Government (all levels)

Dennis Stokes, Manager, Environmental Assessment Division - Environmental Protection

Gina Vivone-Vernon, Acting Assistant Director, Curriculum Standards Branch - Alberta Education

John Lackey, Commissioner, Services for Children - Family and Social Services

Reegan McCulloch, Executive Director, Field Services - Alberta Municipal Affairs

Alfred Nikolai, Recreation Consultant, Alberta Community Development

Don Onischak, Regional Director, Alberta/NWT Region - Health Canada

Leah Milton, Medical Service, Occupational Health and Safety Division - Alberta Labour

Sharon Heron, Executive Director, Child Welfare Services - Family and Social Services

Al Duerr, Calgary Mayor

Bill Smith, Edmonton Mayor

Heather Forsythe-Smith, MLA - Calgary-Fish Creek

Judy Gordon, MLA - Lacombe-Stettler

Jim Dau, Director of Communications - Office of the Premier

Gerry Bourdeau, Managing Director, Alberta Public Affairs Bureau

Dona Miller, Director of Advertising, Alberta Public Affairs Bureau

July Radio Promotion Prize List

Radio promotions for the You're Amazing program took place in Calgary and Edmonton throughout the month of July. Below is a list of the prizes donated for all of the radio promotions in both Calgary and Edmonton. The Calgary promotion included two stations (KISS-FM and 66 CFR-AM) and as a result required considerably more prizes than the one station (CISN-FM) in Edmonton.

Calgary

Family Facilities

1. 6 family passes -- Lindsay Park Sports Center
2. 4 family passes -- Southland Leisure Center
3. 1 pass for 4 people -- Canada Olympic Park
4. 4 double passes -- Calgary Science Centre
5. 20 passes for 4 people -- Calgary Zoo
6. 6 passes for 4 people -- Heritage Park and Fort Macleod Museum
7. 11 passes for 4 people -- Calaway Park
8. 6 double passes -- IMAX Theatre
9. 2 sets of 4 box seat passes -- Calgary Cannons
10. 2 \$20 gift certificates -- Famous Players Theatres
11. 4 Family pass -- Banff Upper Hot Springs
12. 1 pass for 4 people -- Fort Edmonton Park

Get-a-Ways

1. 1 weekend get-a-way Teratima Lodge (Rocky Mountain House)
2. 1 Bed and Breakfast -- Lazy M Ranch
3. 1 weekend get-a-way -- Canadream Motorhome for 4 days
4. 1 weekend kayaking trip
5. 1 weekend get-a-way canoeing trip on North Saskatchewan River -- Canadian Heritage Tours
6. 1 "Stay and Play" get-a-way -- Whitemud Creek Golf and RV Park

Birthday Parties

1. 1 Kidzone Birthday Party
2. 1 birthday party package -- McDonald's Restaurant
3. 1 birthday party package -- Village Square Leisure Centre

Restaurants

1. 3 \$20 gift certificates -- Stromboli's Restaurant

Miscellaneous

1. 4 gift certificates -- Sports Rent
2. 3 family portraits -- La Vica Photos
3. 4 gift certificates -- Maid for a Day

4. 1 cooler bag/4 water bottles/4 lip balm -- Merrit Impressions
5. 4 half-hour massages -- Apex Massage Therapy
6. 1 half-hour massage -- Calgary Massage Therapy Clinic
7. 1 Great Cdn. Barn Dance
8. 4 passes for 4 people (includes participation in dinosaur dig) -- Tyrell Museum
9. 3 packages consisting of: annual family pass to number of cultural facilities including: Tyrell Museum; Reynolds-Alberta Museum, Head-Smashed-In-Buffalo Jump; Frank Slide, Nikka Yuko Japanese Gardens in Lethbridge.
10. 1 farm package -- Butterfield Acres Farm
11. 4 gift certificates -- Famous Players Theaters
12. 4 gift certificates -- Grabbajabba (Banker's Hall)
13. 24 sets of tickets -- Calgary Stampeder's Football Club (August 7th game)

Edmonton

1. 4 gift certificates for dozen cookies -- Cookies by George
2. 5 pedicure certificates -- The Feminine Touch
3. 5 manicure certificates -- The Feminine Touch
4. 5 back massages -- The Feminine Touch
5. 2 bicycle tune up certificates -- Western Cycle
6. 10 gift certificates for bowling/billards -- Gateway Lanes
7. 10 drycleaning gift certificates -- Cleaning by Page
8. 2 two-week passes to the YMCA -- Edmonton YMCA
9. 2 certificates for dozen long stem roses -- Grower Direct
10. 7 gift certificates for flower bouquets -- Bunches Flower Company
11. 1 Polar Pizza -- Baskin Robbins
12. 5 Mill Woods Recreation Centre passes -- Mill Woods Recreation Centre

Potential Prizes for September Promotion

The following list contains potential prizes if and when a similar promotion of the You're Amazing program takes place. While not completely secured, strong inroads have been made with these business establishments that will simplify future contact. (There was no promotion in September.)

- | | |
|------------------------------|------------------------------------|
| 1. Cheescake Café Restaurant | 8. Banff Springs Hotel |
| 2. First Choice Haircutters | 9. Banff Park Lodge |
| 3. Balloons Over Calgary | 10. The Rimrock Resort Hotel |
| 4. Sky's the Limit Balloons | 11. The Lodge at Kananaskis |
| 5. Swartzie's Deli | 12. Rafter Six Ranch |
| 6. A Cookie Occasion | 13. Riviera Hotel & Waterpark |
| 7. Balloon Boutique | 14. Edmonton Eskimos Football Club |

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January 1998



A Partnership for Healthier Living

partner UPDATE

You're Amazing Program Launches

Focus on the range of factors influencing health makes program unique.

On June 5, 1997, Health Minister Halvar Jonson publicly launched *You're Amazing*, a two-year provincial health promotion project. *You're Amazing* informs and educates young Alberta parents about the range of factors that influence health and well-being for themselves, their families and communities. It also encourages them to apply this understanding in their everyday lives.

You're Amazing is positive and encouraging to young parents, validating the important job of parenting they do each and every day. Program messages link healthy lives and well-being with factors not typically associated with health. Initially, *You're Amazing* will focus on factors such as finances, working conditions, early childhood development, support from family, friends and community, and personal coping skills. These broader influences on health do not fall under the traditional care and treatment part of health. There is mounting evidence to show these factors play a significant part in creating health, and that the health sector alone cannot hope to achieve further improvement in the health status of Albertans.

Corporate sponsors, business and community partners, government departments, Regional

Health Authorities, and provincial organizations will all work in concert to help get *You're Amazing* messages out to Albertans in all corners of the province. Elements such as the "You Ought To Be In Pictures" Community Tour, brochures, posters, newsletters, radio promotions, print advertising, a calendar, and a Cope Kit will help all partners of the program with that challenge.

You're Amazing is part of a broader focus for a proactive, wellness-oriented approach to health. It is one of several government of Alberta initiatives intended to provide Albertans with information to make individual, informed choices about health.



A Partnership for Healthier Living

Alberta's Credit Unions First Major Sponsor on Board

A part of the fabric of Alberta since the 1930s, Alberta's Credit Unions are synonymous with the principles of self-help and cooperation with the community. It is no surprise then, that this organization was the first program sponsor to join the *You're Amazing* team.



**you're
amazing**

A Partnership for Healthier Living

An active and strong supporter of community events and initiatives across the province, Credit Unions have both the means and desire to contribute to a healthier Alberta. The fact they are not traditionally associated with health and well-being reinforces an important theme:



groups other than health providers need to be working toward a healthy Alberta and a lot of different factors impact healthy living.

You're Amazing is proud to have Alberta's Credit Unions on board and looks forward to working with all 182 branches province-wide!

"You Ought To Be In Pictures" Community Tour Kicks-Off

How do you find out what Albertans can do to keep themselves, their families and their communities healthy? Just ask of course! That's the premise of "You Ought To Be In Pictures", a travelling display where young parents share their tips for healthy living.

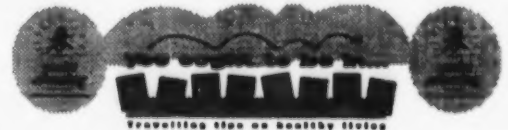
The tour is co-ordinated through Alberta Community Development's *Be Fit for Life* Centres, in Medicine Hat, Lethbridge, Calgary, Red Deer, Edmonton, Edson, Fort McMurray, and Grande Prairie in cooperation with Alberta Sport Recreation Parks and Wildlife Foundation. "You Ought To Be In Pictures" will ask young parents to post their Polaroid "picture of health" and amazing wellness tips on the travelling displays.

The display will be covered with tips from friends, co-workers, families, and maybe even a few celebrities now and then! It gives Albertans

the opportunity to see what other people do to create healthy everyday living and get some ideas they may have never thought to try. Each tip Albertans share will be entered into a September draw for Alberta for great family prizes.

You're Amazing would like to thank Polaroid for their continued support in getting "You Ought To Be In Pictures" from a concept to a reality.

Polaroid



"You Ought To Be In Pictures" Tentative Event Listing For July

July 2-5

Southern Alberta Summer Games, Coaldale

July 18

Pow Wow, Head Smashed in Buffalo Jump

July 19

Kite Festival, Pincher Creek/
Old Man River Dam

For a more detailed listing of events watch for further Partner Updates or call Tracy Thompson in Calgary at 266-4710. Please call us if your organization is interested in having the display appear at an event you may be hosting during the summer. Bookings will be taken on a first come, first served basis.

Alberta
HEALTH

CHASENEWS MONITORING
RESEARCH & ANALYSIS
PUBLICITY SERVICES

Edmonton Sun

Circ: 74,542

Friday, June 6, 1997

Page: 9

Tax watchdog questioning provincial wellness ads

A \$1.5-million government advertising campaign to promote healthy living is probably money wasted on the wrong people, says the Canadian Taxpayers Federation.

And James Forrest, the spending watchdog group's Alberta director, suggests the two-year Alberta Health-sponsored program is doomed to fail.

"It's certainly a laudable goal," he said of the government's so-called You're Amazing program unveiled yesterday. "Whether there's value for money is questionable."

The plan includes a print and broadcast ad campaign aimed at getting parents aged 18-30 to lead healthy lifestyles. The campaign will also include posters, brochures, Internet packages and a summer community event tour called You Ought To Be In Pictures.

"Health is not possible without peace, shelter, education, food, income, a healthy

and sustainable physical environment, social justice and equality," says a government news release announcing the campaign.

The scheme doesn't deal with cutting down on smoking and drinking, because programs already exist to fight those problems.

Forrest said he doubts TV commercials or community tours will have much impact compared to school first aid courses and other programs aimed at the very young and seniors, who have most of the health problems.

"I bet the majority of people who are affected by this program are already leading healthy lifestyles in the first place," he said.



CHASE
NEWS MONITORING
RESEARCH & ANALYSIS
PUBLICITY SERVICES

Calgary Herald

Circ: 112,735

Saturday, June 07, 1997

Page: B2

Province promotes healthful lifestyles

Alberta Health will spend \$1.5 million on a two-year program to promote healthful lifestyles.

The You're Amazing program is aimed at educating young parents, aged 18 to 30, about factors influencing health and well-being, said Health Minister Halvar Jonson.

"You're Amazing will give Albertans the information and tools they need to

start thinking about health in a different way," he said.

The program will start with an advertising campaign and a summer-long community tour. Albertans will be asked to share personal tips for healthy living at events across the province.

The tour will be co-ordinated by eight Be Fit for Life Centres, run by Alberta Community Development.

Edmonton Journal

Circ: 141,210

Sunday, June 8, 1997

Page: AS

Gov't introduces program to promote healthy parenting

MARK MACKINNON
 Journal Staff Writer

Edmonton

Young parents are doing a good job raising their kids. Make that an amazing job.

That's the message the provincial health department is trying to get across with a new \$1.5-million health promotion called *You're Amazing*.

The program, which is designed to get parents between the ages of 18 and 30 to feel good about the job they're doing and to share survival tips with each other, got under way this week with the launch of a summer-long community tour.

Mary Gartrell, the project leader, says the goal is to get young parents to understand some of the factors that affect their health and the health of their children.

Gartrell said the message is that health is affected not only by eating and exercise habits, but also by home and work environments.

"We want to go beyond raising awareness of this, and encourage

behaviour changes that will improve our health and our community's health," she said.

Health Minister Halvar Jonson says the program is the first of its kind in Canada, and will encourage Albertans to look at their health through a different, broader lens.

"This represents a fundamental shift in the way we think about health in our daily lives," he said.

Liberal Leader Grant Mitchell said although he thinks health promotion programs are a good idea, but he wasn't impressed with what he saw in the *You're Amazing* package. "It seems very much like a public relations exercise," he said.

"There are much deeper, more significant issues that should be dealt with before this one — such as school lunch programs and proper pediatric care — that would help young families a lot more."

Mitchell also was concerned that the program's benefits couldn't be measured.

Jonson admitted it will be difficult to quantify the results of the program.

Edmonton Sun

Circ: 74,542

Tuesday, June 10, 1997

Page: 10

It's amazing, all right

The Alberta government's new health awareness program, code-named "You're Amazing" is amazing indeed. But for all the wrong reasons. It appears to be a blast from the past when no government program - no matter how humble and irrelevant - was allowed to pass without a huge and expensive ad campaign.

Don't get us wrong. Promoting a healthy lifestyle is a good idea and bears dividends in the long run by keeping people out of the health care system.

Sadly, the long-awaited campaign announced by Health Minister Halvar Jonson, in conjunction with several other government departments and agencies, does not justify its hefty \$1.5 million price tag.

It appears to be the work of a group of closeted bureaucrats and ad agency types rather than real Albertans - the ones whose taxes pay the freight.

While the program, which may be showing up at a rodeo or country fair near you this summer, is designed to promote healthy living, it's not the kind of positive lifestyle that most of us associate with health. Yes, dear taxpayer, "there is more to health than health care," we are told.

"Health is not possible without peace, shelter, education, food, income, a healthy and sustainable physical environment, social justice and equality," a document accompanying the announcement explained.

Wow! And we thought the key to staying healthy was watching our weight, staying away from fast food and giving up smokes and booze.

Now it appears that nothing less than some sort of left-wing revolution will make Albertans as fit as that mythical 60-year-old Swede.

The program which was announced with all this hype and ballyhoo seems to be little more than a travelling road show called the "You Ought to Be in Pictures Tour," where Albertans are asked to show up at the booth at community events and share tips on healthy living.

Forget that stuff about alcohol and tobacco not being good for us. That won't be part of the government's uplifting message, which will instead concentrate on important stuff like a sustainable environment and social justice.

This frivolous campaign comes at a time when the province's health care system has been forced to go through the most rigorous restructuring in modern history, as part of Ralph Klein's necessary budget-balancing act.

So, promoting wellness is fine and we encourage it.

But what's really amazing about "You're Amazing" is that it managed to slip through the PC caucus undetected. That isn't a healthy sign at all.

Neil Waugh

MEDICINE

A hug a day keeps the doctor away

Alberta Health endorses the controversial 'wellness' craze

The Alberta government wants you to know that *You're Amazing*. It has launched a two-year, \$1.5-million program under this name to persuade Albertans they are doing a fine job of looking after themselves, but there is still room for improvement. Thus, Alberta Health has endorsed "wellness," a trendy "holistic" philosophy that claims the medical profession is hung up on a mechanistic, impersonal approach to the body. Doctors, economists and professional organizations all respond that the economic benefits of wellness have not been proved, and that its devotees are not at war with sickness as much as mortality.

Practitioners of "wellness"—the opposite of "sickness"—believe they can prevent illness before it starts. Sickness, they argue, is merely symptomatic of emotional, even spiritual conflicts. Accordingly, wellness propaganda often takes on a religious aspect. One Internet website, Dr. Pyfer's Wellness Place, describes the hypothesis as a "unique plan of action that pits Wellness against Sickness in a DAVID vs. GOLIATH battle."

The wellness fad is an outgrowth of the self-help movement, with whom it shares a fondness for sweeping, unsubstantiated statements and pseudo-scientific language. "Nine out of 10 visits to doctors are stress related," claims another website. The U.S.-based National Institute of Consulting Services Inc. gives corporate wellness seminars with such topics as "Psychoneuroimmunology: what you eat is what you are," "Meal preparation and time constraints," "Identifying personal stressors," and "Increasing exploration of the inner self."

You're Amazing is "absolutely" an outgrowth of the wellness phenomenon, declares Alberta Health spokesman Judith Dyck. "What we are hoping to do," she explains, "is raise awareness about the various factors and extremely wide range of factors that affect our health and the current and future health of our children." The target audience is 18- to 30-year-old parents, who Ms. Dyck says carry a considerable burden of responsibility. Hence the program name: "We wanted to say right off the bat,

you're doing an amazing job."

The program's initial campaign is the *You Ought to Be in Pictures* summer tour. Parents can pick up information on health and receive a complimentary snapshot. They will be encouraged to share their own health tips with their peers. A *You're Amazing* calendar will be produced this fall; "Cope Kits" will be distributed next year; news conferences, posters, brochures and advertising are planned.

Somewhat surprisingly, *You're Amazing* will not warn Albertans against smoking and excessive drinking. Neither will it stress such traditional health

education staples as nutrition and childhood immunization. Instead, Ms. Dyck says the program will emphasize the "ways [children] learn to start coping with stress, making friends, connecting and their ability to love." Ms. Dyck is keen to point out again that parents—"They're consummate multitaskers, they have to be"—are already contributing to good health, but that sometimes they

"don't put it together." Positive wellness indicators include: "Balancing the cheque book, reading a story, taking time for ourselves...All of these things are good for our health."

But do Albertans want their tax money being spent on feel-goodism? Alberta Medical Association (AMA) President Kabir Jivraj is doubtful. "We've got sickness care or illness care, and we've got wellness," he concludes. "The number-one priority for people is illness care...I'm not saying we shouldn't spend money on [wellness], but if we have a limited number of dollars, we need to prioritize. We need to ask Canadians. That's a public debate as opposed to somebody making a decision without real-

ly asking the question."

Cynthia Ramsay, a healthcare economist with the Fraser Institute, argues wellness is more soulcraft than healthcare. "In the end," she argues, "it's the individual's choice if they eat at McDonald's or eat a salad at home with no dressing. I'm not sure how successful government can be with influencing people's behaviour." Ms. Ramsay believes that if patients paid healthcare costs directly out of pocket, they would decide for themselves how unhealthy they could afford to be. But in a single-payer system, "even with these [wellness] programs in place, there is still no incentive for people to do the right thing."

University of Alberta economist Richard Plain says general programs that do not target specific problems are useless: "We're amazing all right, but how amazing is it to just sit back and do nothing?" Prof. Plain would like to see campaigns targeted against conditions endemic to specific communities, such as suicides or car accidents. "Just eating lettuce and that's it every year" is not enough, he adds.

Wellness claims to have an economic rationale—if we spend money now to prevent illness, we will save money later. But Ms. Ramsay responds with the sad fact that healthy people only live to get sick later. "People are

going to be living longer, but they will end up costing the system for more years of their life," she says. Prof. Plain asserts that no one knows whether wellness programs actually save money.

He wonders if we should even want to live much longer. "Another 10 years strapped in a chair with Alzheimer's might not be ideal," Prof. Plain cautions against the utopian goals of the wellness movement. "You have to be careful that claims

of immortality aren't lurking behind these programs," he warns. "Some individuals, in their enthusiasm, are talking about saving lives. Nobody has saved lives because nobody is immortal."

—Kelly Torrance



AMA's Jivraj: People's top priority is illness care.



Economist Plain: Death still has dominion.



Economist Ramsay: The longer we live, the more it costs.

Critics target wellness program

Province tells Albertans they're simply "amazing."

HEALTH NEWS BY KELLY TORRANCE

The government is spending \$1.5 million to let you know that *You're Amazing* but some experts are questioning the validity of Alberta Health's new two-year program.

Alberta Health wants to tell people they are doing a great job raising families but there is still room to improve their health. The program is part of the wellness trend. Defined as the opposite of "sickness," wellness seeks to prevent illness before it happens.

"What we are hoping to do is raise awareness about the various factors and extremely wide range of factors that affect our health and the current and future health of our children," says Alberta Health spokesperson Judith Dyck.

The target audience is parents aged 18-30 who carry a tremendous amount of responsibility already, says Dyck. Hence the program name: "We wanted to say right off the bat, you're doing an amazing job." She says people have already tapped into the whole wellness concept. "People are educating themselves on how to live a healthy life, how to be well."

The program kick-off is a summer campaign, *You Ought to Be in Pictures*. Parents can pick up information on healthy living, share tips with other parents and receive a free snapshot. A *You're Amazing* family calendar will be produced in the fall. Cope Kits, containing health information, will be distributed next year. News conferences, posters, brochures and advertising are also planned.

You're Amazing will not warn against smoking and drinking. Immunizations and nutrition don't play a huge part in the program. Other less obvious, yet healthful activities will be emphasized. "Balancing the chequebook, reading a story, taking time for ourselves... All of these things are good for our health. Most of us don't put it together," claims Dyck.

The program literature discusses other things which are good for our health. "Health is not possible without peace, shelter, education, food, income, a healthy

That is quite a lot for the program to accomplish. But perhaps its aim is not so high. Anticipated outcomes of the plan include "parents better understanding their roles and responsibilities in health and wellness," and "parents feel good about the job they're doing."

But perhaps the question is, do Albertans want their tax money spent telling them to exercise, eat right and generally take care of themselves? Alberta Medical Association President Dr. Kabir Jivraj doubts it. "The number one priority for people is illness care," he states. "I'm not saying we shouldn't spend money on [wellness] but if we have a limited number of dollars, we need to prioritize."

"We're amazing all right but how amazing is it to just sit back and do nothing?" asks Richard Plain, University of Alberta health care economist. He thinks general programs that do not target specific problems are useless. "Just eating lettuce and that's it every year" is not enough to fight health problems, he says.

Wellness proponents claim that if we spend money now to prevent illness, we will save money down the road. "You have to look at it in a holistic fashion," urges Dyck.

Jivraj disagrees. "Does it save money? No," he says. "It delays my illness and it prolongs a number of quality years of life I have." But he says that genetic factors often mean that things like heart attacks are inevitable and we better make sure we have illness care available when those things happen.

Plain says that wellness' economic claims have not been proven and wonders if we should want to prolong our lives anyway. "Another 10 years strapped in a chair with Alzheimer's might not be ideal," he remarks.

He agrees with Jivraj that some illness is inevitable. "You have to be careful that claims of immortality aren't lurking behind these programs," he says. "Some individuals, in their enthusiasm, are talking about saving lives. Nobody has saved lives because nobody is immortal."



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Program educates public

By **KAREN PARKS**
Staff writer

Being healthy is more than having an annual checkup.

It's spending time with family, walking the dog or cycling with the kids.

Those suggestions are just some given to Angela Daly, program coordinator for Keyano College's lifestyle services.

Under the province-wide You're Amazing health promotion, she's travel-

ling the Wood Buffalo region to get tips from everyone.

Last Friday staff visited the YMCA's Camp Many Trees and then the provincial triathlon on Sunday.

"Some kids wouldn't know what's a good idea and I say 'Do you think spending time in front of a TV on a sunny Saturday is healthy?' and I'll ask them what they think is a healthy alternative," said Daly.

"A lot of younger people don't realize

on healthy lifestyle alternatives

the importance of health and fitness issues so we try to make a fun way to learn."

Staff will travel to the Peter Pond Shopping Centre today and Friday, then head out to Gregoire Lake Saturday.

They travel in the Wellness Wagon, an interactive display designed to capture the imagination and educate at the same time.

"We're trying to get to different events all summer to give information on the

You're Amazing program and Keyano College's lifestyle services," said Daly.

Along with the health tips, the staff take instant snapshots of the person with the hint and send them to the provincial Be Fit for Life centre weekly.

In return, participants can enter to win an Alberta getaway.

The program will continue next year in an effort to educate people on all aspects of wellness.

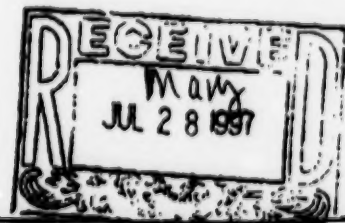
Factors such as social status, income,

behavior, support networks and childhood experiences all contribute to a healthy, balanced lifestyle.

Things like reading, community involvement and coping with day to day stress also contribute to wellness.

As well "sun sense, heart health, eating properly and even just happiness," are parts of health, said Daly.

"They're trying to make people realize there's more to health than just health care."



ALBERTA HEALTH

"YOU'RE AMAZING"

STRESS FREE ZONE

ON

66 CFR & KISS FM

PROMOTIONAL RECAP REPORT

ALBERTA HEALTH**YOU'RE AMAZING... "STRESS FREE ZONE"***hit the stress tangent***PROMOTIONAL CONCEPT:**

During the month of July, both 66 CFR and KISS FM declared MONDAYS as a "Stress Free Zone". Thirteen times a day, (once per hour, 8am-9pm) listeners were invited to call in and share situations or things that "stressed them out" and tips on what they did to cope with the stress in their lives. Participants were awarded prizes centered around activities for fun or time-out with family members, friends, or individuals.

PARTICIPANTS COMMENTS:

Following is a list of situations and/or things our listeners identified as causing "Stress" in their lives:

- Lack of leisure time for themselves due to demands from jobs and families
- Lack of leisure time with families due to demands from jobs
- Workload too heavy, working lots of overtime, feeling that business office is understaffed
- Can't "afford" to take vacations (lack of money, time)
- Traffic (to and from work), poor drivers, (don't signal, tail gate, talk on cell phones)
- Conflicts with co-workers, bosses, spouses, children
- Poor service at restaurants, retail stores
- Telemarketers who call during meals
- Door to door sales people
- Junk mail

PARTICIPANTS COMMENTS continued...

- Bad Weather (Rainy, cool temperatures)
- Computers
- Rude people
- Finances, bills
- Lack of sleep
- Illness, aging parents
- Being on a diet
- Messy house, dirty dishes

The following is a sampling of the best and most frequent suggestions offered as ways to relieve Stress by our listeners:

- Walking, jogging, work out at gym, swim, play golf, yoga
- Go to a movie, watch T.V., listen to music
- Unplug the phone
- Take a day off work
- Read a book, magazine
- Have lunch, go shopping with a friend
- Hire a babysitter and go out with spouse

PARTICIPANTS COMMENTS continued...

- Hire a housekeeper
- Hire assistant, secretary
- Garden
- Play with children
- Play computer games
- Take a bubble bath
- Have sex
- Have a massage, facial, pedicure
- Go for a drive

Promotional Airtime Recap:

Alberta Health received the following promotional airtime support on 88 CFR and KISS FM for "Stress Free Monday's":

• 104 Contest Plays, (52 on each station) Value.....	\$ 21,320.00
• 2C6 "live" announcer Ad Libs, (104 per station) Value.....	\$ 13,000.00
• 2C6 "live" announcer Liners, (104 per station) Value.....	\$ 22,776.00

TOTAL PROMOTIONAL VALUE: \$ 57,096.00

OVERVIEW

CISN FM provided two promotional programs designed to educate, build awareness and promote the theme "You're Amazing."

Over a four week period during CISN FM's All Request Noon Hour we promoted a different theme identifying the four main factors which influence our health. Each week we promoted a new theme and asked callers to phone in and to give us responses on how they cope with the days chosen theme. The four main areas we identified were: social and economic; physical environment; money and personal health practices and coping skills.

During the latter part of July and August, CISN FM joined your special co-ordinator in promoting "You Ought to be in Pictures." The community cruiser made an appearance at eight different events plus our CASH CDW made an appearance at four of the events. Our community cruiser co-ordinator promoted details of the display through live cut-ins encouraging listeners to come down and to have their pictures taken.

RECAP



ALL REQUEST NOON HOUR

Over the four week period, C15N FM's Midday Personality, Mike Sobel received a wide selection of callers. Some days had excellent respondents and other days the callers were less enthusiastic or interested in participating. By going live and taking random callers it keeps the program sounding fresh and spontaneous it also opens the doors for all types of responses both good and bad. The idea behind this program was to have Albertan's give Albertan's solutions, suggestions and ideas on how they deal with everyday situations which can cause stress and strain to the day. Everyone deals with daily set backs in a variety of different ways as demonstrated by our callers.

Mike monitored the program throughout the four week period. We modified our approach to help it flow better throughout the four weeks. A couple of adjustments we made included executing a live liner each day pulling information directly from your sell messages. Mike also asked listeners to call in and respond to his daily topic...he introduced the concept and then asked for a caller to phone in. Some days the callers were excellent and other days not as good. We have included two cassette tapes for you to review giving examples of our callers responses.



COMMUNITY FUN FINDER

Starting the middle of July through to the end of August, CISN FM's community cruiser, "The Fun Finder" joined your hostess, Trina at eight different community events. Our community events co-ordinator provided a minimum of one live liner from each event we appeared at. The live liner encouraged listeners to join them for the afternoon and to come down and have their picture taken.

Of the eight events we appeared at, four of them included a special appearance by The CISN FM CASH COW. The Cash Cow attracted children and provided an excellent photo opportunity for participants. The Cash Cow went over extremely well. She created a lot of interest and helped break the ice with families in making them feel comfortable in participating.

The events we joined "You Dugfit to be in Pictures" at were:

Festival in the Park - July 19; Edmonton K-Days Promenade - July 20; Strathcona Farmers Market - July 26; Beat Beethoven Race - July 27; St. Albert Farmers Market - Aug 9; Edmonton Sports Festival - Aug 16; CISN FM Hot Country Picnic - Aug 16; Edmonton Sports Festival - Aug 24

I have enclosed some photographs from a couple of the events we were in attendance at with our CASH COW. Talking to Trina she said our cut-ins attracted listeners who heard about the event and came out in response to it. As a part of the summer partnership your logo was also displayed on the van from June 1 to August 31st. Alberta Health also received mention in 130 live liners; 208 mentions during live reports throughout the summer.

RECAP

Overall the program execution went fairly smoothly. We found we needed to prompt and help some of our listeners to get them to participate but most were willing to give us ideas on how Albertan's can help Albertan's. Trina from Be Fit For Life was excellent to work with. She provided a good cross section of events for us to choose from as well as kept us updated on any changes. One of the most successful events from a response aspect was our CISN FM Hot Country Picnic. We had over 2,500 people in attendance with the majority of them being families. These families are CISN FM listeners and were aware of the program and responded well to the concept.
